



The Hecht Co. Store Service is Like the Romance of an Open Book

LIKE the printed page, with its warp and woof of narrative; with its characters that live and breathe under the author's facile pen; with its welded chain of events that pass in succession before the reader's eye; with its lights and shadows; its pages of heavy, colorless toil and its chapters of brightness, song and laughter---so reads the growth and development of this store to its present place in the community **as an institution of service.**

The Store's Home

---covers and binding

FIRST impressions are lasting. The well-bound, attractive volume with handsome cover and aptly-chosen title may well be likened to the Store Home.

You will find it a most restful and likable place to shop.

You will find the promise of good things as expressed by windows, advertising and the store's interior fulfilled to the utmost by a physical equipment and development which requires the constant efforts of store carpenters and painters.

We believe the attractive and beautiful store is more likely to be the efficient and successful store.

The Store's Personnel

---the Characters

AS the narrative unfolds, the characters come trooping through the pages, each playing his part unostentatiously but well.

So the Personnel of the Store has been builded and welded together into one Complete, Loyal, Zealous Organization.

Every member, every unit of this organization is first of all a Booster for Washington.

Every buyer and executive on our Staff has his or her eyes steadfastly fixed on an IDEAL; to do his or her part in building a Greater Service Structure for the FUTURE than Washington has ever known.

The Goods You Buy

---theme and narrative

ONE chapter succeeds another, whose scattered threads gradually become woven into the book's theme.

So have these Chapters of the Store woven themselves into OUR theme of Service:

Society Brand Clothes for Men.

Hanan Shoes for Men and Women.

Manhattan Shirts for Men.

Sampeck Cothes for Boys.

Stetson Hats for Men.

Specialized Shops for Women, Misses, Girls and Infants.

Specialized Sections for Furniture, Rugs and Upholsteries.

We are about to write another chapter, entitled: **Knox Hats** for Men and Women.

*As some folks read a book in an evening, or a week,
while others prefer to read by easier stages, so—*

The Hecht Co. Store Service offers three ways to its Patrons of Supplying Their Needs

1st---Cash

Those who pay cash at the time of purchase will find here the newest National Cash Registers to assist in making their purchase an instantaneous transaction.

2d---30-Day Charge

To give better service to Thirty-Day Charge Customers, the new Telephone Charge Authorization system insures practically instantaneous service.

3rd---A Special Credit Service

TO THOSE who wish to use the System of Divided Payments, a small service charge is made. Goods purchased by this method are priced **Exactly the Same** as though purchased for cash or thirty-day charge.

The Extra Charge is For Extended Payment Service Only.

AS AN Institution of Service, we would fall far short of the mark if we failed to **Meet Competition.**

In other words, competition alone does not regulate our prices, but a fair profit added to the lowest market price obtainable, enabling us to say with confidence, "We stake our reputation on the fact that **PRICES ARE RIGHT.**"

*Whether you read "OUR BOOK OF SERVICE" in an evening or covering a span of months—we believe you'll find it a **WORTHWHILE BOOK TO KNOW***

The Hecht Co.

Seventh Street